

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL MEETING
MINUTES**

March 19 2013 – 5:00 pm
in the DOMB Board Room
33 Mississauga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Present: Sarah Valiquette-Thompson, Councillor Pete Bowen, Bob Willsey, Helen DiPardo, Eric Cathcart, Ron Spencer, Susan Willsey
Regrets: Mariano Tulipano, Nick Rasetta
Also Present: Mayor Angelo Orsi, Lisa Thomson-Roop, Aaron Shoemaker

- 1. Open Session**
- 2. Chair**
- 3. Call to Order – 5:09**
- 4. Approval of Agenda – carried.**
- 5. Disclosure of Interest**
- 6. Deputations**
- 7. Correspondence – Information Items**
- 8. Correspondence – Action Items**
- 9. Reports**
 - a. Mayor Orsi Round- Table Discussion on Upcoming DMB Priorities**

Way Finding Signage

Every community needs way finding in particular Orillia.

Believes the will of Council is to move forward with way-finding as it was identified in the DT tomorrow plan.

Locations should include West Street and Tudhope Park. The signs should be large, 8 x 16. City will have to approach property owners when a plan is developed.

In the short term, Mayor's support was requested on the temporary way finding signage report going to Council Committee on Monday. This will also allow the board to evaluate if the signs are positioned right and determine what is lacking/working.

Mayor would like to see Gateway signs on Highway 11, however noted the project will take time, as it involves branding.

Board requested the Mayor's support and any efforts fast track way finding issues would be appreciated

Action: Look at RT07 for funding option, they have a way-finding sign grant.

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Murals/Facade on Downtown Buildings

Giant murals would really help clean up some of the buildings downtown. Façade program still working well but it would be nice if more building owners took advantage of it.

Action: The board will reach out to artist to discuss murals on some buildings downtown. i.e. Liberty tax, Brownstone wall etc. Come up with an action plan at the board table. See financial support of the city.

Continue to market the Façade program directly to building owners whose buildings need an improvement.

Property Standards

Is there municipal muscle/legal mechanisms to force landlords to clean-up the appearance of their buildings?

Action: follow-up with a letter to the City requesting they explore this further.

Business Licenses:

Business licenses need to be explored. Simply to help with getting ahead of a business before they design a sign etc. Also could be used as a tool to keep less desirable businesses from located in the core.

Action: Staff will explore this further and bring it before the board before requesting action from Council.

Vacant Buildings

Former Biway is still a major eyesore and hurting the entire block as well as the downtown as a whole.

Action: Write the Mayor and make a formal request for him to personally call the owner to find out more about the situation. Ask if they are willing to replace the sign with a fresh blank one. The cost would be minimal and would help with the look of the building.

Vacant buildings in general need to be beautified to attract new businesses.

Action: explore the cost of putting a picture film on the window of downtown in the past, with perhaps a sell line to potential business owners. Get a quote for "For Lease" signs to put in vacant store windows with the Downtown look and number. Could also have a sell line.

Downtown Tomorrow Update

The City is working on priorities identified in the plan.

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255 West Street Beautification

This council is committed to do something on that site. Phase 1 to knock down the dirt, put down some grass.

Explore tree planting to soften up the entrance. We need to create the optics of change. This will go to the major capital facilities meeting to be discussed by council. Time frame: Ideally 2013-2014. Council still needs to set its priorities as to what the City can afford to do. Mayor personally supports beautification of that corridor and site, but it's a Council decision, that will have to be weighed against the budget.

Parking

Gated parking is something the board would like explored. Believe this is a viable solution to serve the needs of customers and store owners. Store owners would be able to validate parking for their best customers.

What about parking lot down at the waterfront? There's a lot of revenue that seems to be missed.

Mayor suggested the city explore with the downtown's input turning Mississaga Street to a one-way street. Perhaps form an Ad hoc committee. More parking and bike lanes could be added to tie in with the waterfront. Larger patios could also be explored.

10. Deputation Motions

11. Adjournment – 6:12 pm